

# MB NEWS

AUGUST 2024

MONUMENT BUILDERS OF NORTH AMERICA



## Member Benefits

**6** Benefits Handbook

**11** Since 2011

**26** WinMBNA

# CERTIFIED MEMORIALIST



The MBNA Certified Memorialist® (CM) designation is a highly regarded professional achievement available in the memorial industry. Certification is awarded to individuals, not a firm as a whole. Both members and non-members of MBNA can apply to become a CM.

To become a Certified Memorialist®, a candidate must:

- have at least two years of experience working full-time in the memorial profession
  - be currently employed full-time in the memorial profession
  - pledge in writing to adhere to MBNA Code of Good Practice
  - Earn a minimum of 50 points through participation and activity in a broad range of fields recognized as indicative of professional interest and attainment in the memorial industry.
- Individuals have a maximum of 5 years immediately preceding and one year after completing the CM application to complete these requirements.

First step is to complete the CM Application. Once you complete the registration form, you will be given access to the CM exam system along with the CM exam manual, which outlines the content covered on the CM exam. You have one year

to complete the CM exam after being given access. The exam can be taken one section at a time (multiple choice, short answer, design).

Applicants have 12 months from the date they fill out their form to fulfill the CEU requirements and take the exam. Once both the CM exam has been passed and the 50-point industry participation requirement fulfilled, a Certified Memorialist® will be entitled to use the CM initials after their name on all forms of business correspondence.

Certified Memorialists also receive a number of benefits from MBNA including:

- 20% registration discount at MBNA conventions
- Listing in the Certified Memorialist® directory on the MBNA website and Roster

Certification lasts for a period of three years. In order to re-certify, CMs must complete 30 points of industry participation within their certification period, and pay the appropriate re-certification cost.

## HOW YOU CAN USE:

Earning a CM certification affirms an individual's competence to perform to industry standards.

## LEARN MORE:

A list of current CMs and a link to start the CM process is online at <https://monumentbuilders.org/apply-to-be-a-certified-memorialist/>

## HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

Members save \$500 on the cost to enroll and take the CM exam.

# MBUNIVERSITY



Established in 2006, MBUniversity is the educational arm of MBNA. The University was established to develop and administer educational courses for MBNA members and future members. Today, MBUniversity is the name associated with MBNA in-person education sessions that are planned every other year - opposite the years that the industry trade show is held. The next MBUniversity series of education sessions will be held in 2026.

The 2024 MBUniversity was held in San Diego. Education sessions were recorded and are available on-demand as single sessions for \$150 or a package of all seven recordings is \$499.

While MBUniversity is primarily focused on education and networking, there is a table top exhibit hall where the learning continues as suppliers unveil their latest products and services. MBUniversity also has sponsorship opportunities.

WinMBNA uses the time together to hold an annual fundraising auction along with a networking event. Additionally, MBNA's annual awards are announced and a business meeting of the membership is held.



## HOW YOU CAN USE:

Watch for announcement of MBUniversity date and location for 2026. Plan on this professional development opportunity for you and your staff.

## LEARN MORE:

Past material is online at <https://web.monumentbuilders.org/atlas/portal/web-content/3245>. Watch the upcoming events page for new announcement.

## HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

In 2024, members received a \$400 discount on in-person conference attendance. Non-member who did not attend the in-person event do not have the ability to purchase recorded sessions.

# WEBINARS



## HOW YOU CAN USE:

Attend a live webinar at no cost.  
Access the recordings at no cost.

## LEARN MORE:

Upcoming webinar are listed online at <https://monumentbuilders.org/mbna-events/>.  
Recorded webinars are online at <https://web.monumentbuilders.org/atlas/portal/web-content/4254>

## HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

Members attend webinars for free and webinars are not available to non-members. Industry average cost to attend a webinar is \$48 per session so this benefit is worth hundreds of dollars per year.

MBNA made its first foray into education in 1927 with the establishment of the Memorial Extension Commission. Business Training Corporation, a management consulting firm, was contracted with to survey the industry and develop education courses for monument builders. The first course was introduced in 1928.

Twelve volumes, or courses were developed for retailers: six in sales training and six in retail operations, cost accounting and estimating, organizing for profit and building business relations. Unfortunately, the commission fell victim to the Great Depression. None of the educational offerings were preserved.

Nearly 100 years later, education continues as a priority for MBNA. Fortunately technology now allows education sessions to be effectively conducted with the presenters and attendees connecting via Zoom. And these virtual sessions are recorded for replay on demand.

MBNA members attend webinars live at no cost as a benefit of membership. Registration is open to anyone employed at an MBNA firm.

Recorded sessions are also available on-demand at no cost. A library of webinars is linked from the MBNA website to MBNA's YouTube channel.

So far in 2024, MBNA's Education Committee has held two webinars with at least three more being scheduled. WinMBNA has also conducted webinar series with two recorded in 2024 and more planned.

MBNA webinars are eligible for continuing education credits/points which count for the Certified Memorialist program.

[Member portal home](#) [Edit this profile](#) [Pay open invoices](#) [Relationships](#) [Members Only](#)



View the past MBNA webinars at the links below:

Please allow MBNA staff two to three days after the webinar to edit and upload the webinar into this archive. If the webinar you

2024:

- [WinMBNA Informed Discussion - How "DIY" Culture Has Affected the Monument Industry](#)
  - Join our online discussion around the impact of "DIY" funeral services, at-home death care, and online memorial discussion of thoughts, views, and opinions!
- [WinMBNA Vision Board](#)
  - The WinMBNA webinar was made to help you think about your vision for the new year. Lisa Troost, president and 2024
- [How to Navigate the New MBNA Website](#)
  - Need help navigating the new MBNA website? Don't fret! Join our Communications Coordinator for a helpful walk
- [How to Design in Front of Your Customers 2.0](#)
  - Heather Sturgill, CIM, AICA, and Adam Longstreem, AICA, roleplayed as a customer and memorial designer. Adam Heather provided feedback for changing or improving the design, so the end result was a tribute that told the dec
- [How to Hold Virtual Design Meetings with Clients](#)
  - MBNA joined Matthew Andrews of Quincey Memorials in an interactive session where he shared tips for hosting a concluding the client meeting, and strategies for following up after the meeting's conclusion.

View all our videos on our [YouTube Channel!](#)

## ONBOARDING VIDEOS

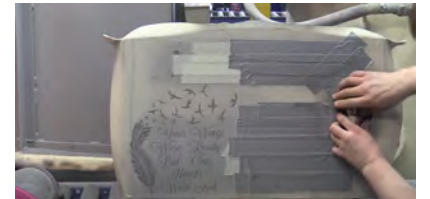
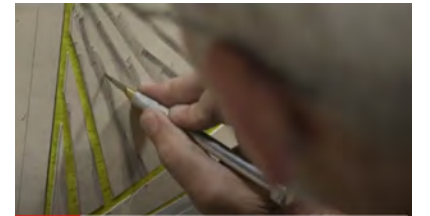


MBNA members face similar challenges in training tasks specific to the monument industry that an employee is unlikely to have learned at any other job. To address that need a series of nine onboarding videos have been created.

These videos are helpful for initial employee orientations but the links can be included in employee materials so they can be referenced again on-demand.

Videos have been created on the following topics and are accessible on YouTube by logging in to the MBNA website as a member.

- Consultation
- Layout
- Design
- Stencil Cleanup
- Creating a Starburst
- Inlays of photos and tiles
- Rock Pitching
- Packaging a Monument
- Polishing and Fixing Process



### HOW YOU CAN USE:

Share these video links with employees for additional training.

### LEARN MORE:

Videos are online at <https://web.monumentbuilders.org/atlas/portal/web-content/4252>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Onboarding videos are a benefit of MBNA membership and are available to members at no cost. It's estimated that scripting, producing, and editing a video costs \$1,000 each.

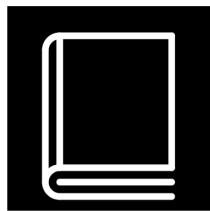
Member portal home Edit this profile Pay open invoices Relationships Members Only

### MBNA Onboarding Videos

Click the links below to watch!

- [MBNA Layout](#)
- [MBNA Design](#)
- [MBNA Consultation](#)
- [MBNA Stencil Cleanup](#)
- [Creating a Starburst](#)
- [Inlays of photos and tiles](#)
- [Rock Pitching](#)
- [Packaging a Monument](#)
- [Polishing and Fixing Process](#)

## MBBRIEF & MBNEWS



### MBBRIEF

MBBrief is a bi-weekly email newsletter sent on Tuesdays to all members. Each issue shares a quick update on key MBNA projects, upcoming events with registration links, reminders of membership benefits, classified ads, and link to the month's issue of MBNews.

All members of MBNA and key contacts in the company are able to receive MBBrief.

### MBNEWS

MBNews is the official monthly magazine of MBNA. Now in its 80th year of publication, the magazine is published under the supervision of the MBNA Editorial Advisory Board, a subcommittee of the Marketing Committee. The committee selects a theme for each issue and thoughtfully considers the articles and authors to best educate on that topic.

A key feature of each issue is the cover photo meant to highlight the best of the industry. Cover monuments are selected by committee members from a number of sources including award submissions and social media. As a thank you the member company receives a framed print of the cover.

Each issue is printed and mailed

to all MBNA members. A pdf version of the issue is also posted online, accessible to members only through the MBNA website. MBNA has an archive of issues back to the 1960s which is being placed on the new website. A new search option helps you find past articles. The search locates a pdf of the issue. After opening the document in Acrobat use Acrobat's magnifying glass to find your keyword in the issue.

The printing and mailing costs of MBNews is offset by the support of advertisers. Display advertising space is available to members and non-members. Discounts are offered for advertising in multiple issues. Classified advertising is also an option for help wanted, items for sale, etc. Classified ads are priced per word and appear in both MBNews and the MBBrief email for one price. The committee asks all members to thank the advertisers for their support.

Do you have an article, news or cover image to share in MBNews? The committee welcomes employee news, award announcements, project case studies, and reflections on the industry. Please email MBNews editor Rachel Daeger at [rdaeger@monumentbuilders.org](mailto:rdaeger@monumentbuilders.org).

### HOW YOU CAN USE:

Share each issue with your staff members to keep them updated on MBNA events and news.

### LEARN MORE:

If you are not receiving MBBrief by email every other week or MBNews by mail each month please contact the MBNA office.

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Both MBBrief and MBNews are free to members as a benefit of membership. Members save 50% on the cost of display advertising.

## DESIGN CERTIFICATE



### HOW YOU CAN USE:

This course will help you and your employees learn the basics of proportion and composition in memorial art.

### LEARN MORE:

A link to sign up for the Design Certificate course is online at <https://monumentbuilders.org/design-specialist-certificate-program/>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Members save \$300 on the cost to enroll and take the Design Specialist Certificate Program.

The primary goal of this basic level design course is to give memorial retailers and their associates the correct ideas of proportion and composition in memorial art.

As the course progresses, the student should acquire a feeling of what is pleasing to the eye. They will study design techniques and understand why some techniques and elements work better than others. The participant will not be expected to become an accomplished artist, but they should be able to assimilate ideas and put them together to form a sense of harmony.

The 8 sections will focus on the following:

1. Simple Sketching
2. Proportion and Scale
3. Creativity
4. Letter Forms
5. Symbols and Ornamentation
6. Color and Texture
7. Designs from Nature
8. Creativity Final Test

Each section will take approximately two-three hours to complete and the course can be completed over the course of six months. Basic drawing tools are needed such as drawing pencils, different size triangles, T-square, tracing paper, grade school compass (have a thumb screw in it),

two or three French curves, and architect scale rule (be sure it is not an engineer's scale).

The assignments will have various problems and exercises that will be directly applicable to our industry. The problems will be answered by the student and the answers should be sent to the proctor via email.

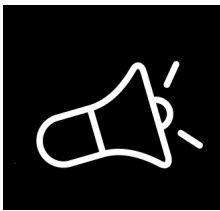
The answers will be reviewed, graded, marked with corrections, and then it will be returned to the student. If the work is unsatisfactory, the student will be asked to repeat the assignment. The student will receive reference materials digitally upon applying for the course. To pass, participants must receive a minimum of a 70% in each section of the course.

Upon successfully completing the course, the student will receive a certificate signifying fulfillment of the Basic Memorial Design Course Requirements.

The cost for the Design Specialist Certificate Program is \$300 per enrollee for MBNA members or employees of member firms. The fee is \$600 for non-members of MBNA.

The course was written by Jeff Anderson with initial collaboration with Troy Caldwell. Jeff continues to proctor the exams.

# SAFETY



MBNA partners with Certified Safety Training (CST) to offer a discounted safety package to MBNA members.

CST is the leader in OSHA compliance. Backed by more than 30 years of industry experience and Certified Safety Professionals, CST matches industry expertise with customizable programming to make sure that customers have the highest-quality safety programs, plans, training, and advice.

A complete OSHA Compliance for Monuments program costs \$2,995 and includes:

- Custom written manual
- One year of unlimited online training modules
- One hour of dedicated compliance consulting, and
- Electronic safety data sheets.

#### PROGRAMS OFFERED ARE:

1. Emergency Action Program
2. Fire Safety Program
3. Bloodborne Pathogen Exposure Control Program
4. Hazard Communication Program
5. Silica Safety Program
6. Respiratory Protection Program
7. Personal Protective Equipment Program

8. Back Safety and Proper Lifting Program
9. Slips, Trips, and Falls Program
10. Ladder Safety Program
11. Confined Space Safety Program
12. Lockout / Tagout Program
13. Scissor Lift Safety Program
14. Power Hand Tools Safety Program
15. General Safety Checklist



#### UPCOMING WEBINAR

Join MBNA on **Tuesday, August 20** from 3 – 2:30 PM EDT for a presentation by our affinity partner Certified Safety Training (CST). They will be discussing their OSHA Training Program that ensures your employees are aware and follow OSHA guidelines. Register online at <https://monumentbuilders.org/mbna-events/>.

#### HOW YOU CAN USE:

Engage CST as your safety professional partner.

#### LEARN MORE:

<https://monumentbuilders.org/affinity-partners/>

#### HAVE QUESTIONS?

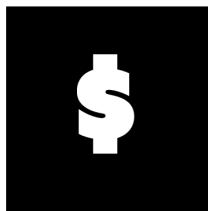
Contact Mark Harrison  
CST  
(609) 375-8462  
[help@certifiedsafetytraining.org](mailto:help@certifiedsafetytraining.org)

#### MEMBER ROI

This custom safety program is discounted 10% for MBNA members.



## DISCOUNTS



### HOW YOU CAN USE:

MBNA's members-only discounts are available to all employees of an MBNA company. Simply share the MBNA-specific links and discount codes.

### LEARN MORE:

Full details and links are online at <https://monumentbuilders.org/affinity-partners-members-only/>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

The amount of money saved varies based on which discount is used and what frequency its used. Even a little money saved is a win for MBNA members!

MBNA partners with numerous organizations to provide our members with beneficial discounts. MBNA is constantly looking for new discount opportunities and those will be announced to members when available.

**Avis-Budget** — Avis-Budget for discounts on car rentals with savings of up to 35%.

**Bluefin Payment Systems** — Bluefin offers a complete suite of payment processing options for your business backed by security features including encryption and tokenization to keep your customers' payments and data secure.

**Environ Energy** — APPI Energy partners with industry experts to provide your organization with comprehensive energy solutions and services that generate value while reducing energy demand and consumption.

**Lenovo** – MNBA members are eligible to save up to 50% off the everyday public web price of Lenovo's entire product line. Take advantage of great deals on everything you need for your office and home, including all laptops, tablets, desktops, all-in-ones, workstations, servers, and accessories.

MBNA members also receive free ground shipping on all web orders.

**Member Freight** — Save at least 75% on less than truckload (LTL) shipments.

**Merchant Advocates** — Reduce their credit card processing costs without switching processors. They work on a performance-based model, so they are only making money if they are saving our members money.

**Office Depot Partner Program** – ODP Business Solutions™ is your one-stop shop for:

- Office Supplies and Essentials
- Furniture
- Copy & Print Services
- Free Next Business-Day Delivery on qualifying orders over \$30



# ADVOCACY



At MBNA, we are committed to supporting our members in addressing improper restraints of trade. Our Advocacy Support Program is designed to help you navigate and overcome these challenges through a structured and efficient process.

## HOW IT WORKS

To initiate an advocacy request, members are required to fill out the [MBNA Advocacy Request Form](#) (see link to the left). This form gathers essential information needed to evaluate your complaint and determine the best course of action. Here's what you'll need to provide:

- Contact information
- Cemetery ownership status
- Description of the restraint
- Status of the restraint action
- Enforcement action taken by the cemetery
- Number of consumers impacted
- Actions taken by the member

## OUR PROCESS

- **Assessment:** The MBNA Advocacy Committee will review each Advocacy Request Form to decide if it should be recommended for advocacy.
- **Notification:** If approved, you will be notified, and your re-

quest will be forwarded to the MBNA Advocate for further review.

- **Review Period:** The MBNA Advocate has 30 days to review the request. During this period, they may contact you for additional information.
- **Engagement:** If the Advocate accepts your request, you will receive an engagement agreement from the Advocate. Advocacy services are offered at a discounted rate of \$150 per hour for MBNA members.
- The engagement agreement will outline:
- **Advocacy Plan:** A detailed plan of action.
- **Time Estimate:** An estimate of the time required to address the issue.
- **Retainer Fee:** The initial fee required to begin the advocacy work.

By contacting MBNA, you agree that communications between you and the Advocate will be shared with the MBNA Board of Directors and the Advocacy Committee. In cases where a request is declined, the Advocate will provide a written explanation.

## HOW YOU CAN USE:

If you are experiencing a restraint of trade issue, contact MBNA for a review of the situation.

## LEARN MORE:

<https://monumentbuilders.org/advocacy/>

## HAVE QUESTIONS?

800-233-4472

[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

Attorneys charged a national average of \$327 an hour in August 2023. This program saves \$177 per hour over that rate.

## SOCIAL MEDIA



### HOW YOU CAN USE:

Engage with other members on the MBNA Facebook group, follow MBNA on social media to get project and program updates, and share MBNA posted content to your own channels.

### LEARN MORE:

MBNA social media channels are linked from the MBNA website <https://monumentbuilders.org/>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Having an audience of peers at hand to answer questions can quickly save time and money (and in the case of a font - frustration.) Collectively MBNA social media has a wide reach across the web.

MBNA maintains an active social media presence on multiple channels to connect with members, suppliers, non-member memorial companies, press, and the monument-buying public. These social media efforts are overseen by the MBNA Marketing Committee.

Currently MBNA is posting on:

Facebook

LinkedIn

Instagram

X

Additionally, MBNA maintains a members only Facebook group at <https://www.facebook.com/groups/mbnamembersgroup>. Member should ask to join the group and the administrators will approve the request.

### BE FEATURED IN MBNA SOCIAL MEDIA

Some of the ways you can be a part of MBNA social media are to participate in the reoccurring feature celebrating Certified Memorialist, share your work of the week or send employee news, award announcements, project case studies, and reflections on the industry. Please email MBNews editor Rachel Daeger at [rdaeger@monumentbuilders.org](mailto:rdaeger@monumentbuilders.org).

### PURPOSE OF MBNA SOCIAL MEDIA

The aim of MBNA social networking is to facilitate and encourage the free flow of information and opinions necessary to maintain a strong membership community. Participants are encouraged to respectfully post information that can be of interest to others and actively engage in discussions.

Participants of MBNA social networks are expected to be respectful, professional and courteous. This includes refraining from defamatory language, harassment, and dissemination of copyrighted materials. Social networking sites are a public forum and allow others to share their perspectives. Additionally, please refrain from posting contact information or other strictly personal information about yourself or others.

MBNA is not responsible for the opinions and information posted by MBNA members or other participants of MBNA social networking. However, MBNA reserves the right to monitor postings and discussions, and to restrict dissemination of opinions and information violating this policy. All authors must identify themselves in order to post comments. Anonymous comments are not permitted.

## MBFILMS



In 2012 the MBNA Marketing and Communication committee recognized the value of having high-quality video content on the website and on social media. This launched a board-approved initiative to fund the production of a series of monument-industry specific videos made available to all MBNA members for their use.

They were on the right track, today a Facebook post with video received 400% more engagement than text-only posts. These videos, online for five years now have received over 6,000 views.

The MBFilms Master Series has 26 videos ranging from 30 seconds to three minutes on topics of mothers, fathers, community healing, civic memorials, basics of monument designing, and the professionalism of MBNA members. In fact, the video that features a monument project start to finish has over 2,200 views.



Each video opens with a MBNA logo with a reference to [www.FindYourMonument.com](http://www.FindYourMonument.com) - a website that directs people to a member search. Members wanting to use the videos can remove that title screen if they want to add their own logo and website to the front and back of the video.

All 26 videos are on a YouTube playlist. From the playlist members have the option to download, embed, or share the video. If you have problems access the files and need the MP4 or MOV files sent to you by email or on a flash drive, contact the MBNA office.

Although these videos can be used as they are without editing, tools such as Canva have made editing the video so it includes your company information very accessible. If you need assistance with video editing please contact the MBNA office and we can offer a tutorial.

### HOW YOU CAN USE:

Link to or download any or all of the MBFilms to share on your website or social media.

### LEARN MORE:

MBFilms are on a YouTube playlist accessible from this link: <https://web.monumentbuilders.org/atlas/portal/web-content/2210>

### HAVE QUESTIONS?

800-233-4472

[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Although the cost to produce a video has dropped dramatically, a single professionally scripted, shot and edited video costs a minimum of \$1,000.

# CODE OF GOOD PRACTICE



The establishment and maintenance of public confidence in the skill, honesty, and integrity of the profession of monument building is fundamental to the future success of the monument industry.

Special responsibilities of sensitivity, dignity, and reliability are imposed upon the profession of monument building.

As a result, MBNA seeks to work closely with all other segments of the memorial industry and cemeteries to protect the interest of the public. To do so, members of the association must subscribe to the Code of Good Practice and give notice that they clearly recognize the need to preserve and encourage fair and equitable competition and fair trade practices among all who are engaged in the sale of memorials to the public.

THEREFORE, the Monument Builders of North America and members have adopted this Code of Good Practice for the monument building industry. The public will know that those who subscribe to this Code are those in the monument industry who are sincerely concerned with the protection and interests of those who come in contact with the industry.

The Code of Good Practice details appropriate behaviors in these areas:

- Financial Stability
- Inspection of Product
- Standards of Quality and Workmanship
- Misrepresentation
- Description
- Contract
- Warranty
- Solicitation
- Sales
- Advertising
- Pricing
- Pre-Need Sales
- Fee Splitting with Others, Including Cemeteries and Funeral Directors
- Continuing Education
- Operating on the Property of Others

In the event it is called to the attention of MBNA that there may be a violation of the Code of Good Practice, MBNA shall give notice of such to MBNA member. MBNA member shall promptly respond to MBNA as to any such complaint and shall cooperate in all respects.

## HOW YOU CAN USE:

Let your client's know that being an MBNA member means you have agreed to adhere to the Code of Good Practice which sets you apart from other companies.

## LEARN MORE:

The Code of Good Practice is online at <https://monumentbuilders.org/code-of-good-practice/>

## HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

Commitment to the Code of Good Practice establishes best practices for your company and clearly demonstrates your values to employees and your customers.

## PUBLIC OUTREACH



A significant focus for MBNA leadership is the branding the importance of memorialization and the role of the independent monument retailer in the artistry of the process to the public. Several different public outreach campaigns have taken place in the past and the Marketing Committee is currently evaluating the public facing website and searchable member directory.

### HOW YOU CAN USE:

Members can use the MBNA logo in their marketing to signify their agreement to the Code of Good Practice and the professionalism of the industry.

### LEARN MORE:

MBNA logos can be downloaded from <https://web.monumentbuilders.org/atlas/portal/web-content/3241>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Your membership holds value in the eyes of consumers who know you set yourself apart from other monument companies.

### USING THE MBNA LOGO

While those efforts are underway members can still utilize the MBNA logo in their advertising, website and signage to indicate they adhere to the Code of Good Practice and support the values of MBNA.

Links to download variations of the MBNA logo is online at <https://web.monumentbuilders.org/atlas/portal/web-content/3241>. This includes the “Proud Member of MBNA” logo that is used on the window clings sent out each year during membership renewals. For 2025 that mailing will take place once membership renewals have closed in August.

Some MBNA members may have a membership plaque on their office wall. Unfortunately the ordering and mailing of plaques have become cost prohibitive. If

**PROUD MEMBER OF**  
MONUMENT BUILDERS



OF NORTH AMERICA

in good standing until June 30, 2025

**THE MARK OF EXCELLENCE**

you have a plaque in your office and would like to create your own yearly insert feel free to do that.

MBNA members can also use the logo alongside their own to create MBNA branded apparel and promotional items. Watch, though, for 2025 Monument Trade Show merchandise that the convention committee is planning.

MBNA Colors:

#6D7072

#817268

#6599AF

#BoCCDi

MBNA Fonts:

Century Gothic Pro

Roboto

# AWARDS



## HOW YOU CAN USE:

Look at the projects your team has done this year and select the best examples to be reviewed by the Awards Committee.

## LEARN MORE:

Details about the Awards Program is online at <https://monument-builders.org/design-awards/>

## HAVE QUESTIONS?

800-233-4472

[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

There is no cost to enter the Awards Program and there is no limit on the number of entries. Winning in a category is very prestigious for a company.

## DESIGN AWARDS

MBNA members from across North America submit their best works for the MBNA Design Awards contest. These projects are judged by a group of monument industry professionals who evaluate elements of proportion, balance, and the story the monument conveys.

All MBNA Retailer members are eligible to enter the Design Awards contest. All entries, except for the conceptual category, are to be finished memorials, that fall into one of nine categories:

- Small Monument
- Large Monument
- Flat Marker
- Cremation Memorial
- Sculpture
- Etched Memorial
- Public/Civic Monument
- Conceptual Memorial
- Garden Art/Non-Cemetery Memorial

## People's Choice Award

All Design Award entries are also eligible for the People's Choice Award which is voted on by MBNA's membership and announced at the conference.

\*Note: For all submissions, all designs must originate from an MBNA member retail member firm. Retailer members submitting entries in the contest represent and warrant to MBNA that no materials used in or in connection with the monuments in their entries infringe the trademarks, copyrights, or other intellectual property rights of any other party.

## ASPIRE AWARD

MBNA's Aspire Award recognizes monument builder companies that have drawn favorable attention to their companies, and in turn, to the industry through their specialized marketing and/or public relations campaigns.

Up to three (3) winners will be awarded the Aspire Award. Honorable mention entries will receive a certificate of merit. All winning entries will be featured in MBNews.

Any publicity your company has received during the contest year is eligible. This includes coverage by print, broadcast, and/or social media of new acquisitions, company anniversaries, testimonial letters, etc.—in short, any recognition that reflects favorably on your company and the industry!

# NETWORKING



Networking may have been a term coined in the 1940s but networking was one of the driving forces behind MBNA being founded. Hans H. Frederickson, MBNA's 39th president, recounted that the 50 monument retailer founders "realized their need for counsel and advice each could give to the other and the superiority of the united activity of a group over the divided and conflicting efforts of scattered individuals."

Connecting with fellow members is facilitated through the online member directory and also the annual Roster and Buyers Guide issue. Currently the online directory is being reformatted through the implementation of a Salesforce-based member database planned to go live in January 2025. Leadership is actively discussing the search filters that would be most helpful to effective networking.

The Roster and Buyers Guide will be printed and mailed in August but will also be put online with live links to websites and emails. One of the key features of the Buyers Guide is the ability to see the products and services available from wholesaler and supplier members. Keep this issue close at hand and share the online link with your staff.

## VOLUNTEER AND BUILD YOUR NETWORK

Being an MBNA member connects you to a powerful network but there are other opportunities to expand your personal network by volunteering to serve on an MBNA committee and/or step into a leadership position. You'll find the list of leaders and committee members in the front of the Roster issue.

Volunteer opportunities are a way for you to use a skill or develop a new skill. Some areas that depend on member involvement to support staff activity is marketing, education, event planning, and membership. Time commitments could be as manageable as one hour per month. If you are interested in volunteering, reach out to leadership or staff.



### HOW YOU CAN USE:

Expand your network by using the Roster and Buyers Guide or online directory to make a connection or attend convention to meet in person.

### LEARN MORE:

MBNA's public directory is online at <https://monumentbuilders.org/find-a-monument-builder/>

### HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

### MEMBER ROI

Connecting with an MBNA member supplier or retailer could be the key to finding a solution to a problem or resource.



# CONVENTION



## Why Do Conventions Still Matter?

Conventions have been around since 1814 when the first convention recorded in history took place to establish territorial divisions of Europe. So why are they still relevant in today's world? With all of today's commercialism and technology at our hands, why do we still travel to another city and state to attend conventions? The basic answer is this: technology cannot replace human interaction. Nor can it replace hands-on demonstrations of products available.

In today's hyper-connected world there is something strangely traditional about the concept of bringing people together from all over the country or region into one building, meeting face to face and talking to one another. When attending conventions, one is able to develop relationships. These relationships are the beginning of a trusting professional and personal foundation. It can be easy to take conventions for granted and write them off as a hassle or a time consuming endeavor. However, the benefits of these relationships follow you and grow not only on a personal level but they benefit greatly in a professional way. They allow smoother business trans-

actions when one has developed a trusting relationship with the companies they have interacted with during conventions.

When you interact with different colleagues in your field of work, you are subjected to many different people on different levels of knowledge. While you may find an inspiration in an attendee at a convention, someone else may look at you as their inspiration. These relationships and business trusts can last throughout the existence of one's career and beyond.

Another aspect to look at is the ability to learn the latest capabilities of other companies you may be doing business with or future companies you will be doing business with. During conventions, one can see first hand the new capabilities and products that are offered by colleagues. This keeps a company a foot above the rest. Conventions give you a glimpse into what others are doing so that you can ensure that you are offering the latest and best abilities and products to your customers. Get out there, absorb everything you can from conventions and then put it to use in your company.

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## HOW YOU CAN USE:

Plan to attend the 2025 MBNA Monument Industry Trade Show in Cleveland, March 13 - 16.

## LEARN MORE:

Trade Show details are online at <https://monumentbuilders.org/2025-monument-show/>

## HAVE QUESTIONS?

800-233-4472  
[info@monumentbuilders.org](mailto:info@monumentbuilders.org)

## MEMBER ROI

Members save \$425 over non-member registration fees.